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COMMODORE TO OFFER WIDEST RANGE OF HOME COMPUTERS IN THE INDUSTRY  
WITH ADDITION OF TWO NEW PROGRAMMABLE/COLOR ENTRIES IN SPRING '82

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Video Games and Music Synthesis Also Offered By New Low-Priced Computers

VALLEY FORGE, PA, Jan. 8, 1982 -- Commodore Business Machines, Inc., will offer the widest range of home computers in the industry starting this Spring when it introduces two new programmable/color low-priced home computers to compliment its line which currently is flagshipped by the popular VIC 20<sup>TM</sup>.

According to Kit Spencer, Commodore's vice president-marketing, the two new home computers -- the "COMMODORE ULTIMAX" and the "COMMODORE-64" -- will play video games, compute, and even synthesize music through hook ups with stereo and hi-fi systems! They were demonstrated for the first time at the Consumer Electronics Show in Las Vegas this week.

"These two new exciting home computers will join the VIC 20 in offering the public capabilities unmatched for the price," said Spencer.

The COMMODORE ULTIMAX, which is planned to be introduced at a suggested retail price of \$149.95, is a programmable color computer which will compete head-on at the retail level with less sophisticated video games such as the ATARI VCS and INTELLIVISION which do not offer computing capability. Easily connected to any color TV set, the COMMODORE ULTIMAX will feature a flat membrane keyboard, programming in BASIC, and use both cartridges and cassettes for games, programming, and music synthesis. The COMMODORE ULTIMAX will be compatible with joysticks, paddles, and light pens, use the VIC Datasette tape recorder for program storage, and serve as a sound generator for polyphonic tones and for music synthesis.

The COMMODORE-64, which will have a suggested retail price of \$595.00, is an advanced home computer which will compete with ATARI 800 and the APPLE II+ among others. It is programmable with a CP/M option, and has 64K of memory, well in excess of the competition in its immediate price range.

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The COMMODORE-64 will have a full 66-key typewriter keyboard with upper and lower text capability, function keys, graphic characters, "smart" peripheral devices, a cartridge game slot, and game controllers. Its audio capabilities will include sound generation, polyphonic tones, music synthesization, and hi-fi output.

Concurrent with the introduction of the two new products, Commodore announced that an expanded-memory version of its popular VIC 20 -- the "SuperVIC" -- with 16K of memory, will be introduced in the Spring. This provides Commodore with the most comprehensive range of home computers in the world today.

"This tremendous leap forward in home computer technology at competitive pricing is yet another advancement made possible by Commodore's unique in-house capability in designing and manufacturing microprocessor 'chips'," said Spencer. "We are the only microcomputer company that has this capability, and, in fact, chips of our design are currently being used today by many of our competitors worldwide.

"With home computers becoming more and more popular each day and truly becoming 'fixtures' in the American home, Commodore expects to manufacture and bring to market as many computers in 1982 as the entire computer industry did in 1981! We are that far ahead in technology, and the price/performance ratio offered by our diverse and comprehensive line of home computers is simply unsurpassed in the industry today.

"And, with the American public becoming more and more knowledgable about home computers and about their many advantages over far less sophisticated and capable video games, the future for Commodore is indeed a bright one!"

Commodore Business Machines, Inc., is a wholly owned subsidiary of Commodore International Ltd. (NYSE:CBU), a fully-integrated manufacturer of advanced microcomputer systems, consumer electronics products, semiconductors, and office equipment. The Computer Systems Division of Commodore Business Machines markets the popular VIC 20<sup>TM</sup>, PET<sup>R</sup>, CBM<sup>TM</sup>, and SuperPET computer systems and software to major accounts and stores throughout the United States.

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COMMODORE ULTIMAX PRODUCT COMPARISON

<u>FEATURE</u>	<u>COMMODORE</u> <u>ULTIMAX</u>	<u>ATARI VCS</u>	<u>INTELLIVISION</u>
<u>Video Game Machine</u>			
Cartridge Games	YES	YES	YES
Joysticks	YES	YES	YES
Paddles	YES	YES	NO
Light Pen	YES	YES	NO
<u>Home Computer</u>			
Keyboard	YES	NO	NO
Programmable	YES	NO	NO
BASIC Available	YES	NO	NO
Cassette Storage	YES	NO	NO
<u>Music Synthesizer</u>			
Sound Generator	YES	YES	YES
Polyphonic Tones	YES	YES	NO
Music Synthesizer	YES	NO	NO
Hi-Fi Output	YES	NO	NO

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COMMODORE-64 PRODUCT COMPARISON

<u>FEATURE</u>	<u>COMMODORE-64</u>	<u>ATARI 800</u>	<u>APPLE II+</u>
<u>Advanced Home Computer</u>			
Programmable	YES	YES	YES
CP/M Option	YES	NO	YES
64K RAM Standard	YES	NO (16K Stnd.)	NO (48K Stnd.)
Typewriter Keyboard	YES (66 Keys)	YES (61 Keys)	YES (52 Keys)
Upper/Lower Case	YES	YES	NOT INCLUDED
Function Keys	YES	NO	NO
Graphics Characters	190	74	NONE
<u>Audio</u>			
Sound Generator	YES	YES	YES
Polyphonic Tones	YES	YES	NO
Music Synthesizer	YES	NO	NO
Hi-Fi Output	YES	NO	NO
<u>Video</u>			
TV Output	YES	YES	NOT INCLUDED
Video Monitor Output	YES	NO	YES
<u>Input/Output</u>			
Serial Bus	YES	YES	NO
RS-232 Communications	YES	NOT INCLUDED	NOT INCLUDED
"Smart" Peripherals	YES	NO	NO
<u>Game Machine</u>			
Cartridge Game Slot	YES	YES	NO
Game Controllers	YES	YES	Yes

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